

# retail advertising



## DOLLAR VOLUME CONTRACT

per column inch rates	10% color discount	10% color discount	10% color discount	20% color discount	20% color discount
	OPEN	\$2,000+	\$4,000+	\$5,000+	\$10,000+
Daily Rate . . .	<b>\$16.35</b>	<b>\$14.72</b>	<b>\$14.39</b>	<b>\$14.06</b>	<b>\$13.73</b>
Weekend Rate .	<b>\$17.99</b>	<b>\$16.19</b>	<b>\$15.83</b>	<b>\$15.47</b>	<b>\$15.11</b>
Non-Profit Rate . . . . .	daily or Weekend <b>\$10.88</b>				

## DAILY PRIME POSITIONS

flat rates	OPEN	includes 5,000 digital impressions	includes 7,500 digital impressions	includes 12,000 digital impressions
Daily Front Page 6x1.5 Full Color . . . . .	<b>\$250.00</b>	<b>\$225.00</b>	<b>\$200.00</b>	<b>\$150.00</b>
Weekend Front Page 6x1.5 Full Color . . . . .	<b>\$275.00</b>	<b>\$248.00</b>	<b>\$220.00</b>	<b>\$165.00</b>
Sports Front Page 6x2 Full Color . . . . .	<b>\$250.00</b>	<b>\$225.00</b>	<b>\$200.00</b>	<b>\$125.00</b>
Sports Weekend Front Page 6x2 Full Color . . . . .	<b>\$275.00</b>	<b>\$248.00</b>	<b>\$220.00</b>	<b>\$138.00</b>
Daily Obituary Page 6x1.5 B&W . . . . .	<b>\$200.00</b>	<b>\$150.00</b>	<b>\$100.00</b>	<b>\$50.00</b>
Daily Weather Page 4x1.5 B&W . . . . .	<b>\$200.00</b>	<b>\$150.00</b>	<b>\$100.00</b>	<b>\$50.00</b>
Daily Family Page 6x1.5 B&W . . . . .	<b>\$200.00</b>	<b>\$150.00</b>	<b>\$100.00</b>	<b>\$50.00</b>
Daily Stocks Page 2x2 B&W . . . . .	<b>\$100.00</b>	<b>\$75.00</b>	<b>\$50.00</b>	<b>\$35.00</b>
Spadia Wrap (2 pages) Tues-Fri Full Color Front. .	<b>\$2000.00</b>	<b>\$1750.00</b>	<b>\$1250.00</b>	<b>\$950.00</b>
Adwrap-Daily (2 pgs-45# Bright White) B&W . . .	<b>\$1700.00</b>	<b>\$1500.00</b>	<b>\$1250.00</b>	<b>\$1000.00</b>
Adwrap-Weekend (2 pgs-45# Brt Wht) B&W . . .	<b>\$1870.00</b>	<b>\$1650.00</b>	<b>\$1375.00</b>	<b>\$1100.00</b>

Digital impressions per month, 25% pick-up discount on 2nd insertion within 7 days except Weekend, 50% pick-up discount on 3-7 insertion within 7 days except Weekend, 50% pick-up discount on Monday or Tuesday within 7 days, Pick-up ads do not include additional impressions, Additional impressions can be added at \$12/M